

DIGITAL-MARKETING AS AN INTEGRATED STRATEGY OF INTERACTION WITH CUSTOMERS IN THE INTERNET ENVIRONMENT

O.V. Akutina

Institute of Humanities, Social Sciences and Technologies

Scientific advisor: L.V. Karlova, PhD

Language advisor: N.A. Nikolaenko, PhD

Abstract: Sphere of digital-technology is being actively developed. Increasing popularity received various of digital devices, people are increasingly using Internet resources. Therefore modern marketing turned to opportunities of sphere digital.

Key words: digital-marketing, Internet environment, communications, consumer.

Relevance of the subject is caused by the growing popularity of non-standard communication technologies using field digital. The purpose of this article is to show the advantages of digital-marketing compared to traditional communications.

Notion of digital marketing appeared in marketing services relatively recent. New type of marketing is based on the use of any digital data and devices that are treated (computers, phones, smart phones and other modern appliances). Now digital is interconnection of internet marketing and mobile marketing. In fact it is a large complex based on digital technology, which uses different kind of marketing to promote the brand and the product. Gradually digital marketing penetrates into traditional advertising, where main task is to increase the interest of the audience and its involvement in the virtual environment (Digital маркетинг [сайт]. URL <http://rpsarik.ru/vocabulary/118>).

Consumer gets large amount of different information as resulting of development of classical communications - about 3,000 advertising messages every day (Holland, 2010). People long ago learned to ignore traditional online advertising: banner ads, contextual advertising, branded pages and more.

Consumers changed: now they are divided into smaller target groups. Customer behavior is becoming more individual and unpredictable. People have very specific interests and needs. Keep track of these changes can only use individual application (dialog marketing).

Personalized ad targeting, which is based on behavioral factors, develops in the western countries for about seven years (Петаргетинг: как Пупкин покупал кеды или Big Brother Advertising [сайт]. URL <http://www.icomdigital.ru>). The penetration rate of the Internet activity of users already in conflicts with the protection of the right to privacy. Information about potential consumers of advertising messages from different sources: from social accounts, e-mail services, forums, registration forms on websites. It is going to some sort of an electronic file for each individual.

Today, personalized targeting can segment promotional displays in an extremely strict accordance with your immediate interests. The consumer, who suffers from information overload, more likely respond to individual communication, based on his needs and interests.

Benefits of Digital Marketing (Digital маркетинг [сайт]. URL http://promova.kiev.ua/digital_marketing):

1. Interactivity - the active involvement of the consumer to interact with the brand.
2. Lack of territorial restrictions in the implementation of marketing ideas.
3. Easy accessibility to the resource (web- and wap-resources).
4. Deep penetration of the Internet and mobile communications provides the active involvement of the target audience.
5. Specificity of digital technology allows selecting a narrowly targeted audience.
6. There is the possibility of rapid assessment passing campaign and event management in real-time.

At the moment we can allocate 5 directions of digital advertising that attracts the most attention: viral commercials, promotional websites, special projects, mobile applications and digital-offline. (Digital-реклама - больше креатива и интерактива [сайт]. URL <http://www.sostav.ru>)

1. Viral commercials

Modern viral videos changing the notion how should look like advertising. Popularity of these movies grows, they are becoming longer and more like just for fun video than on advertising. Sometimes we can clear only by the end what product is advertised. The main thing is an exciting picture.

In digital space for creativity is much more. At the same time viral videos do not require the use of great financial resources and participation of professional actors. The key point is the originality of idea and execution.

There are several thematic areas:

- Humorous - funny videos, parodies;
- Dramatic - videos with deep storyline, makes you wonder about the eternal;
- Action - impressive and striking videos with stunts, extreme plot.
- Horror - scary videos.

2. Promotional websites

Traditional site should contain good content, convey the desired message, have a well-crafted design, etc. But it does not have guarantee that this site will be effective for supporting the brand, improvement the company's image, increasing brand awareness and sales.

Therefore, companies are increasingly resorting to using promotional sites which untwist a particular product, brand, service or event. This is unusual site where focus is on form of information. Promo site is not limited in design, content and style. This site itself may be separate brand advertising within the current marketing campaign

3. Mobile Apps

Speaking about the digital advertising, need to consider mobile technologies (Gartner Identifies the Top 10 Strategic Technology Trends for 2014 [сайт]. URL: <http://www.gartner.com/newsroom/id/2603623>). Need to constantly discover new promotional prospects to remain competitive. The market for mobile applications is growing, carrying a great potential for marketing.

Given the current popularity of production of Apple, the company develops special projects for iPhone and iPad and app iAd, which does not redirect the user to a separate browser window, but leaves him in the application. Most often, luxury brands are using this type of advertising.

Advertising Game is the new trend in the world of digital, which allows to involve the user and introduce him with the brand.

4. Special projects

A special project is defined as a complex integration of the brand in the online resources beyond the usual advertising spaces with purpose to engage the audience into prolonged communication. Success lies in creativity of the idea, its execution and the maximum involvement of users.

Special projects are an important part of digital advertising. One of the best examples in the Russian market is the promotion of the insurance company Intouch. Agency Proximity Russia delivered the next experiment. During the week piano was hanging over the car on the 9 ropes in a closed garage. Live broadcast was conducted at a special promotional site. The fate of the piano and the car was determined by random events, for which users can vote: for example, were planning to cut a rope if going to rain, depending on who will win in a football match, etc. Already on the 6th day the traffic on the website of the insurance company exceeded media plan by 200%.

5. Digital-offline

All the latest trends were fall with the Internet in some way. However, digital advertising has moved beyond the online world. 3D projection is another trend in digital advertising, which is actively used by large corporations such as Adidas, LG, Audi, Nissan, etc. For example, in summer 2013 Nissan Canada launched in different cities projection that displayed on the water new Nissan Altima. The campaign was timed to the Canada Day. Special pump produced 3300 liters water in one minute to display the 3D projection. Water is 36.5 meters high wall that was a perfect screen for tens of thousands of spectators. Company arranged a show.

Speaking about the show, Microsoft to promote the new interface Live Tiles for Windows Phone 8, which is an interesting alternative to the usual labels, decided to move unsuspecting people on a real rock concert (Ретаргетинг: как Пупкин покупал кеды или Big Brother Advertising [сайт]. URL <http://www.icomdigital.ru>).

In fact, there are no priority areas for digital advertising - total non-stop coverage is much more important. Today digital advertising is a uniform media platform that surrounds you from all sides: from TV to mobile devices. Every day the world updated with new digital projects and ideas. Digital sphere is considered the most perspective for development of the advertising business. Digital advertising is most successful if it is creative and interactive. That advertising is becoming popular which at first is impressive, shocking, striking, surprising, and then advertises.

References:

1. Digital маркетинг [Электронный ресурс] // Агентство ПРОМОБА. – 2013. – URL http://promova.kiev.ua/digital_marketing
2. Gartner Identifies the Top 10 Strategic Technology Trends for 2014 [Электронный ресурс] // Gartner. - Fla. –Orlando, October 8, 2013. – URL: <http://www.gartner.com/newsroom/id/2603623>
3. Писарик Р. Digital маркетинг [Электронный ресурс] // Реклама, фото, медиа. – 2013. – URL <http://rpisarik.ru/vocabulary/118>
4. Ретаргетинг: как Пупкин покупал кеды или Big Brother Advertising [Электронный ресурс] // Creative Agency iComDigital. – 2012. – URL <http://www.icomdigital.ru>
5. Савлюк Л. Digital-реклама - больше креатива и интерактива [Электронный ресурс] // Отраслевое СМИ в области рекламы, маркетинга и PR. – 20.11.2012. – URL <http://www.sostav.ru>
6. Холланд Г. (перевод Соловьева С.) Актуальные тенденции One-to-one маркетинга: журнал / Marketing pro – Журнал. – 2010. – №1(2).